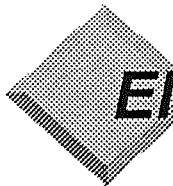


Mission

To become the leading provider of tools, services and WAIS Inc. packaged content for electronic publishing on wide area networks

General Comments

- (1) New Name for "packaged content"
- (2) Update states - Q2 Revenue
- Headcount
- (3) Segments?
- (4) Finish R. Financial Forecast
- (5) Finish Mgmt Team -
- (6) cut down to 12-14 pp?



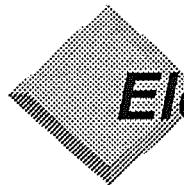
Electronic Publishing Evolution

Pre-Electronic

- Editors push content to classes of customers
- Editors set schedules
- Same content for all
- Limited research capability

Early-Electronic

- Consumers beginning to have access to multiple sources
- Research capability becoming available
- Content just beginning to be rich
- Multiple providers have forced their interface/infrastructure
- “Hyper-Space” can be intimidating and time consuming- too many sources
- Publishers & advertisers anxious to get going , want own signature
- Client interfaces proliferating & will be freely available



Electronic Publishing Evolution (cont)

Electronic Phase 2

Consumers want multiple source and provider

Consumers want easier access-- retrieval in "consumer's context"

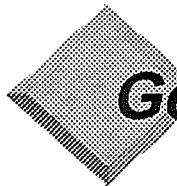
Advertisers want access to stratified consumers

Emergence of transaction based charging on The Internet

Emergence of advertiser payed services and content

Role of providers may evolve to access "enabling"

Increasingly complex processing requirements as creative vertical applications emerge



Getting to Market

Software Tools Products

- Direct telesales
- VAR channel - US
- VAR channel - International
- OEM bundles

Publishing Partnerships - ongoing revenue stream

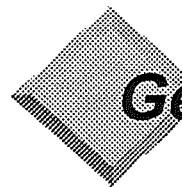
- Partner name brand awareness
- Proliferate WAIS, Inc name brand awareness through ubiquity

New Publishing Partnerships and Publishing Services

- Currently trying to keep up with demand
- Potential joint marketing and installation

Federal Government Products and Services

- Leverage from early participation
- WAIS, Inc products becoming a standard-- GILS, Z39.50, etc
- Washington DC office
- Will add Federal sales rep(s)



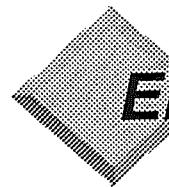
Getting to Market (cont)

Packaged WAIS, Inc. Content

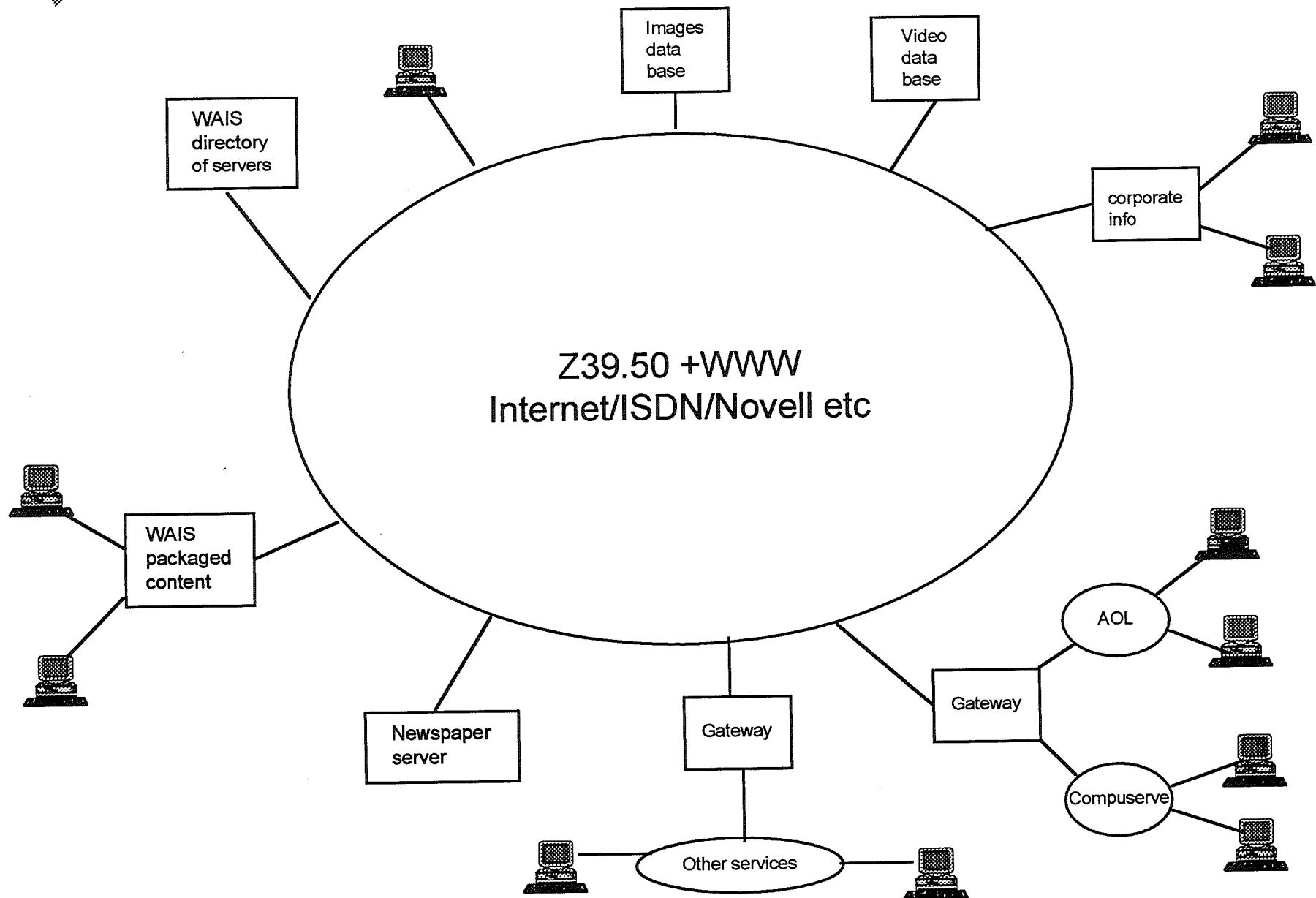
Business model for agent-based products to be completed
Agent can provide incentive for content providers to partner
Potential for WAIS, Inc. "cross-provider" products
General concept is "***Content in the Consumer's Context***"

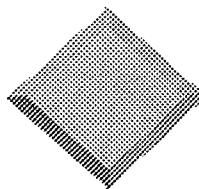
Marketing

Beginning to refine the message
First formal professional materials
Positioning the product line

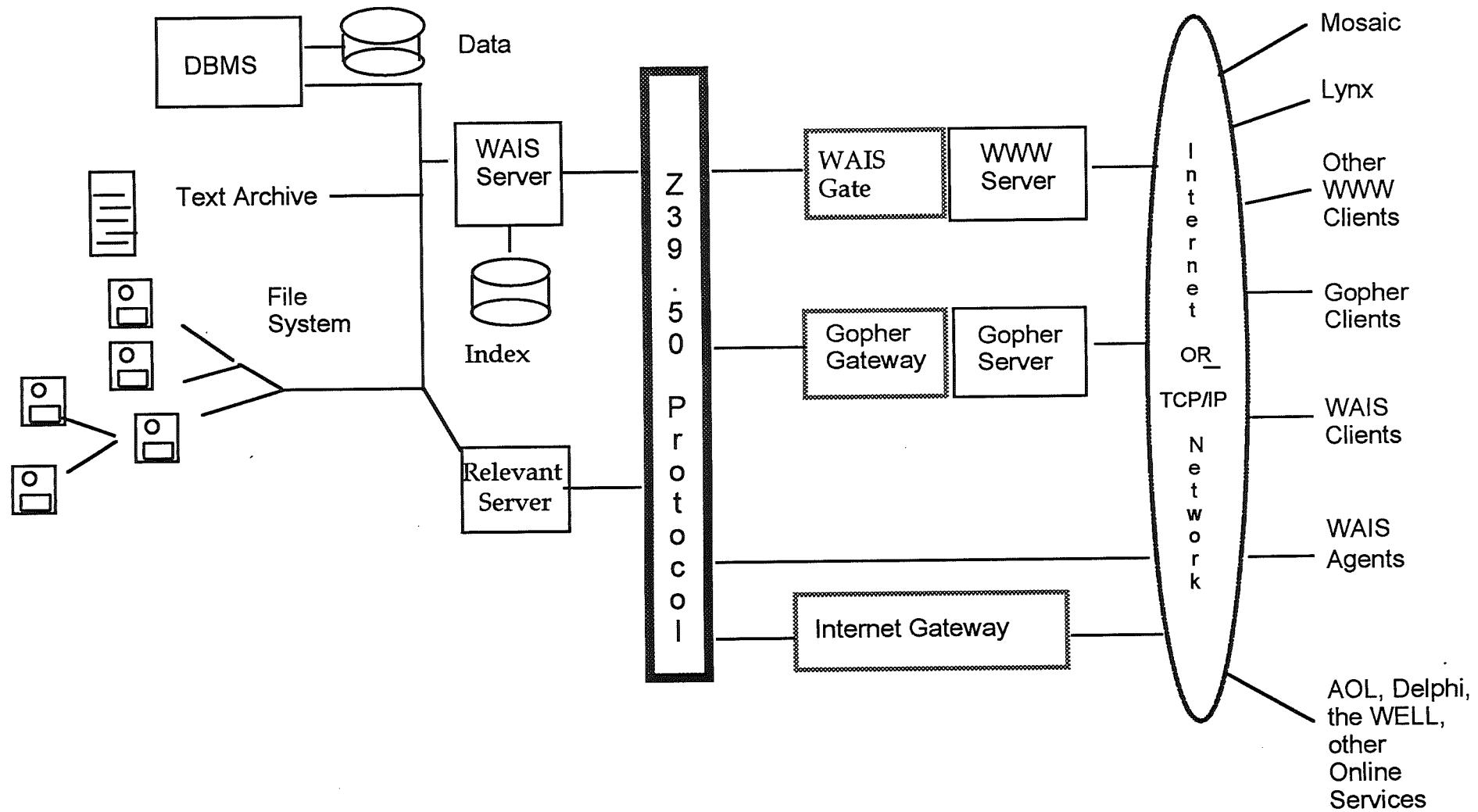


Electronic Publishing Environment





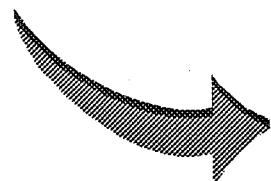
Where the WAISserver Fits



Business/Product Evolution

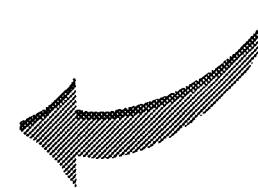
Server

1. Current product components
2. Other publishing components



Client

1. Z39.50 protocol
2. Relevant Agent



Integrated Solutions

- WAIS Server
- WWW Servers
- Mosaic and other clients
- Newsfeeds
- Advertising
- Other Publisher Content

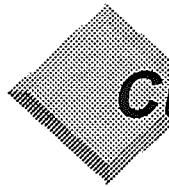


Partnered Publishing

- Dow Jones
- CMP
- Database America



WAIS Packaged Content



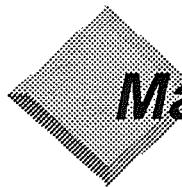
Customized Online Services

Integrated Elements

- Customer Data
- WAIS Server
- WWW Server
- Client

Adapted and Custom Modules

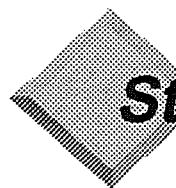
- Intelligent client/agent
- Content Alerting
- Billing
- Online advertising
- Time sensitive content expiration
- Registration
- Audio and video clips
- Letters to the editor
- Chat with columnist
- Frequently asked questions



Market Segments and Product Competition/Partners

Interactive

	<i>Personal Information</i>	<i>Corporate Information</i>	<i>WAN Information</i>
		Fulcrum Conquest WAIS, Licenses, Sells	Dialog Mead Dow Jones Westlaw Fulcrum + WAIS Conquest + WAIS WAIS Sells
<i>Alerting</i>	E-Mail	Applesearch Lotus Notes WAIS may develop corporate agent	PED Individual Inc WAIS developing cross-provider age



Status

Revenue

FY 93	\$ 400K	1st Server installations
FY 94	\$1,000K	2/3 Server Sales 1/3 Prod Svcs
FY 95	\$4,000K	1/2 Server Sales 1/2 Prod Svcs
FY 96	\$12,000K	Add royalties, maint., packaged content

FY 95 Revenue

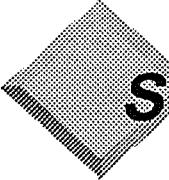
Q1	\$1,000K
Backlog	\$ 700K

FY 95 Products

Server Release 2

Adding Publishing Components

Integrating Agent with Interactive Alerting



Status (cont)

Publishing Operations

Dow Jones

CMP

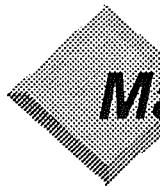
Organization Emphasis

Development

Senior Technical Managers

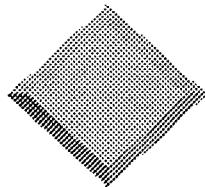
Headcount (includes contractors in full time slots)

	Current	By June 30
Marketing & Sales	6	10
Production Services	8	10
Washington Office	2	4
Development	4	11
Administration	<u>6</u>	<u>6</u>
	27	41



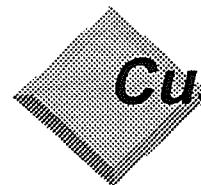
Management Team

- Brewster Kahle: CEO
WAIS Founder
Wide Area Information Server Project Leader- Thinking Machines, KPMG
Founding Engineer- Thinking Machines
- Bill Dunn: Director
Dow Jones CEO
Wide Area Information Server Project
Multimedia Publishing, Emerging Technologies
- Bruce Gilliat: VP Sales & Mktn
VP Sales- Fibronics International
National Account Manager- AT&T Information Systems
Technical Consultant- Pacific Telephone
Vice President
- John Duhring: Business Development
On-line services consultant: Apple Computer, Dow Jones and others
General Manager- Supermac Software
Publishing Evangelist-- Apple Computer
Acquisition Editor- Prentice Hall
- Nick Scharf: Vice President, CFO
Software Technology CFO and Business Consultant
CFO - VisiCorp, CopyMat
Controller- Tandem Computers
Arthur Andersen & Co



Mgmt Team (cont)

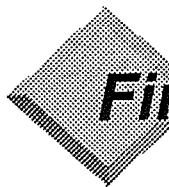
- Jean Christoferson, Director of Operations
Ensemble Founder
Venture Solutions Founder— CICS, SNA network solutions for Hambrecht and Quist, Visa, Pacific Coast Stock Exchange
Stratus Systems & Others- world-wide CICS networks
- Keira Bromberg, Development Manager
- Miekle Hall, Production Services Manager



Customers

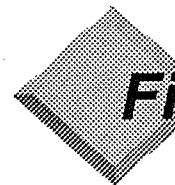
Boeing Computer Services
Cambridge Scientific Abstracts
CMP Publications
Colgate-Palmolive
ConQuest
Curtin University of Technology
Delphi Internet Services Corporation
Department of Energy
Dow Jones
Draper Laboratory
EG & G Idaho, Inc.
Eisenhower National Clearinghouse
Encyclopedia Britannica
Environmental Protection Agency
Fulcrum Technologies
Georgetown University
House Information Systems
Intel Corporation
Internet Shopping Network
Lawrence Livermore National Labs
Library of Congress
Loral Federal Systems
Los Alamos National Laboratory
Martin Marietta
Mitre Corporation
Moscow State University/RED Lab
NASA Goddard Space Center

NASA - Houston/Johnson Space Center
National Archives
National Center for Manufacturing Sciences
National Science Foundation
National Technical Information Service
New York Law Publishing Company
Nippon Telephone & Telegraph (NTT)
Novell, Inc.
Pacific Bell
Perot Systems
Rice University
Sandia National Lab
Science Applications International Corp (SAIC)
Science University of Tokyo
Stanford University
Sun Microsystems
TASC
University College of London
University of Tennessee
U.S. Air Force
U.S. Army
U.S. Navy
U.S. Senate
U.S. Government Printing Office (GPO)
U.S. Geological Survey (USGS)
West Publishing Corporation
World Bank



Financing Needs

Operating Capital	\$1,000,000
Expand Development	\$1,000,000
Product Acquisition/Expansion	\$2,000,000



Financial Forecast (millions)

	FY 95	FY 96	FY 97	FY 98	FY 99
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Revenue

Operating Expenses

Pretax Income

Aftertax Income

Financing